



ForSEAdiscovery Madrid Apr 9 2014

# 20 YEARS IN SCIENCE DOCU



ARCTIC  
HISTORY  
HUMAN NATURE  
BIRD FLU  
ARCHAEOLOGY  
ENVIRONMENT  
FORESTRY

RESEARCH CONSORTIUM

MARITIME ARCHAEOLOGY

MARIS

SÖDERTÖRN UNIVERSITY



DEEP SEA  
PRODUCTIONS



# Mars the Magnificent – 3D film, books, exhibitions etc

## A MAGNIFICENT WRECK

Mars was built to be an unsinkable fortress, but no wooden ship is safe from fire. A burner ship from the Danish/Lübeck fleet sneaked up on Mars during her first major battle, on May 31, 1564 just north of Öland in the Baltic Sea. During the ensuing fire, hundreds of enemy soldiers boarded the admiralty ship to loot it, but an explosion in the forecabin brought down the whole ship together with an estimated 800 men.

After decades of searching, the wreck was found by Ocean Discovery in 2011. An easily identifiable bronze cannon confirmed the identity of the ship. Because of the explosion, the hull has collapsed, but large sections of the ship are still intact. The wreck site contains guns and other artefacts of immeasurable value – not least as evidence of a crucial epoch in European history.





# MULTI PLATFORM STRATEGY

## PLATFORMS

Social media

Media coverage

Educational material

Exhibitions

Printed reports

E-books

Film

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## KEEP IN MIND

### Documentation:

- photos
- items
- maps
- works of art
- video
- sound
- links

### Rights:

- authors
- photographers
- videographers
- archive holders

# WHAT WE CAN DO



## DEFINE

- Target group
- Platform/medium
- Object/conflict
- Working name
- Financing

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